

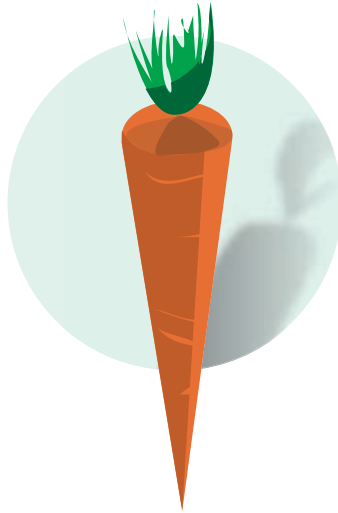


brand focused, socially active, digitally enabled

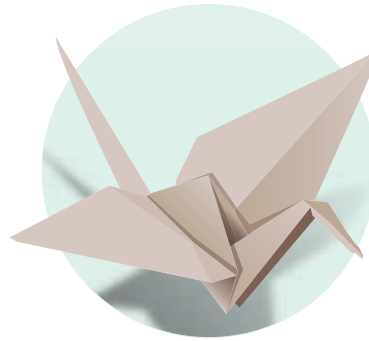
DISCOVER



MOTIVATE



CREATE



PROVOKE



CAPITALIZE



emagine follows a simple process to deliver the highest quality to all clients

research
consulting
evaluation
creative
web development
marketing
brand




venture capital

Brand. Marketing. Financial.
Technology. Operations. Human
Resources. Process Management.

All of it has to be collated, analyzed, understood, summarized and implemented so that your company stays ahead of its competition and positions itself to compete for larger markets and clientele. But that was yesterday's news.

Today the world of business is no longer limited by the location of your office and it's hours of operation. Technology has provided every size of entrepreneur a platform to take their brand around the world, but most executives are unable to leverage the opportunities because they have too much on their plate already.

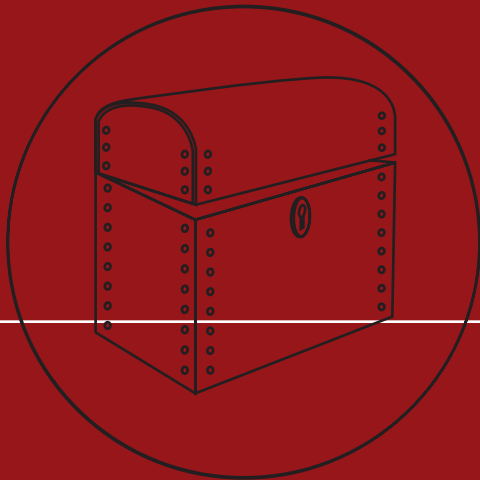
At emagine, **we help you clear your plate of all the unnecessary things that cloud decision-making and keep your organization from capitalizing on the opportunities that elevate your brand to a global icon.** While other organizations give you multiple ideas for what could work, emagine identifies the strategic opportunities and provides the analysis, experience and resources to capitalize them in the market.



The most crucial question for any business owner, brand or product manager is why do they buy?

research.
consulting.
evaluation.

DISCOVER



People tend to use research like a lamppost; more for support than illumination is the most practical way to describe the value of research for most decision makers. They are unable to find the answer to their most challenging questions for one simple reason: **they are asking the wrong questions.** The most

crucial question for any business owner, brand or product manager is why do they buy? Until this question is answered correctly, no strategy, advertising or brand activation will achieve the results required to impact brand and bottom line.

When the Japanese find a defect in a product, they call it a treasure. For the Japanese, the process of finding, analyzing and resolving the treasure is the path to greater understanding, improved productivity, increased productivity and, for many decades, global leadership. Sadly, this passion for treasure hunting does not extend to executives around the world. As a recent study pointed out, **90% of**

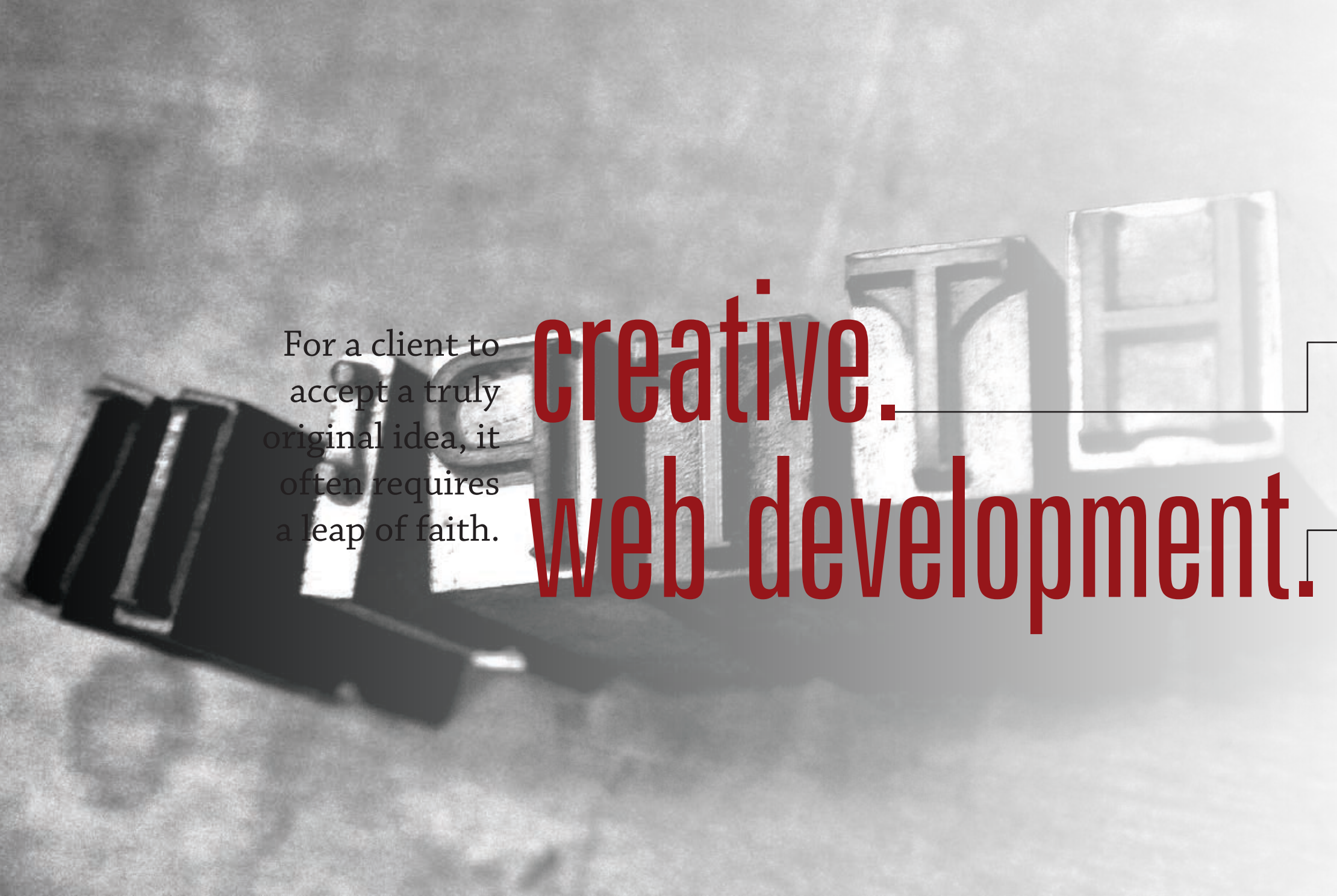
businesses are unable to execute the strategies they have on paper due to the number of 'treasures' that exist in most organizational processes. Whether you need to streamline business processes, increase operational efficiency or identify more profitable markets for your brands, our advisors are some of the best treasure hunters around.

Of the millions of dollars that are spent annually on advertising and marketing to attract new customers, **very little is spent on assuring that the vision and objectives are achieved on all levels.**

emagine has developed various types of evaluation and mystery shopping services for consumer service establishments, including hotels,

restaurants, and department/general stores.

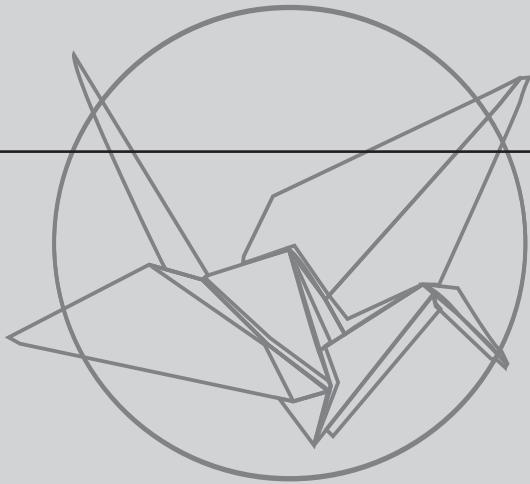
Our evaluation process is designed to test company standards and customer service techniques. By focusing on your operations through an outside evaluator's eyes, you are able to monitor and improve specific areas to assure that your customers remain satisfied.



For a client to
accept a truly
original idea, it
often requires
a leap of faith.

creative.
web development.

CREATE




For a client to accept a truly original idea, it often requires a leap of faith. **The job of their creative business partner is to bridge that gap as much as possible.** Our capabilities extend from branding to interactive design, but the ace up our sleeve is definitely being part

of the emagine group. Backed by strategic marketing expertise from emagine consulting, the creative talent at iMedia manages not only to have their cake, but to eat it too! Our clients tend to grab the lion's share, and we're more than happy to give it to them.

Rather than providing customers with a one-window view into their organization, brands and products, **businesses waste their time building a quick introduction that leaves the customer with more questions than answers.**

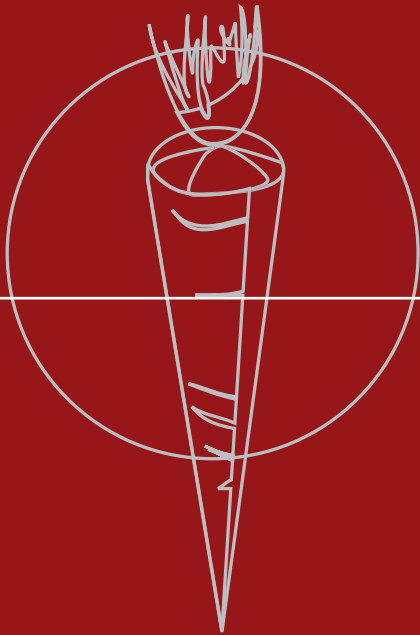
From the planning of the site's structure, content and design to the development of the support applications that enable a 24-hour business portal for your customers, our web/interactive media teams are tasked for the job.



Traditionally, your target customer will give you 3 seconds to impress them. If your message isn't this strong, you are losing revenue.

marketing.
brand.

MOTIVATE



PROVOKE



Traditionally, your target customer will give you 3 seconds to impress them. If your message isn't this strong, you are losing revenue.

Marketing communications are the foundation of brand experiences. When organizations take the time to craft their messages, the results and revenues

In the 1960s when railroad was looking for a new definition that would improve their revenue and operations, one question forced them to struggle with not only what they are but what they could be. Individually, they saw themselves as part of the railroad business, but collectively they were in the transportation business.

For the railroad industry, much like many of today's brand managers, it is hard to see outside the product and feel the

are dramatically higher than standard "one-off" ads. Yet, in today's fast-paced business world, **not all communications are "crafted" to the target, yet demand the same results.**

Do you narrow your focus? Do you see the product not the experience? Do you see how your business can change lives?

experience. **Do you see how your brand can change lives and habits?**

By understanding all the factors that affect your brand and your competitor's approach, we are better able to identify the true target customer and develop a message that will empower them to inquire. To successfully achieve this, imagine incorporates new customer and marketing dynamics into the marketing mix.

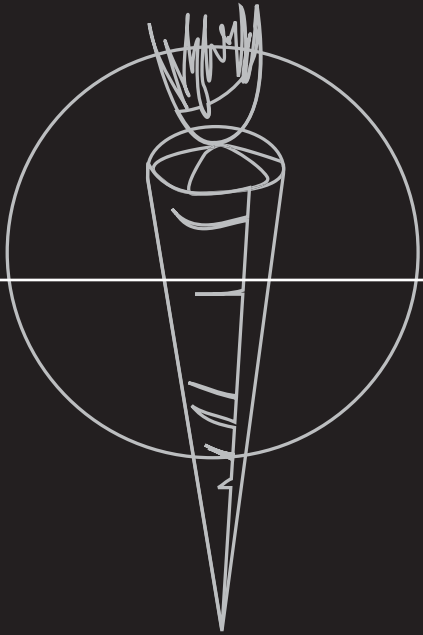
If you are looking to make your brand viral, the m3 platform is designed for you.

Stop spending on advertising for the sake of advertising and make your brand the lifestyle choice for everyone who interacts with it.

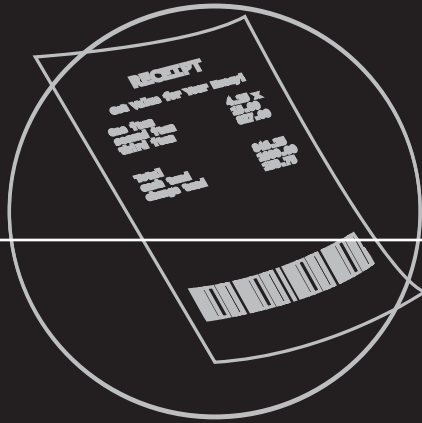
online media.



MOTIVATE



PROVOKE



As part of our Online Media Management services, **our Online Marketing program features a multi-dimensional approach that will drive traffic to your website** generating sales leads and conversions, beginning with Search Engine Marketing and Optimization. The emagine group uses Google Adwords and a variety of other analytical techniques

Brand building was once limited to print, television and outdoor media, and that too with massive budgets for the creative campaigns. Things have changed in the last 5 years with the evolution of interactive and internet technologies allowing every size of company to build their brands with little to no budget changes. **The problem for marketing teams is no longer how much to spend, but what media will deliver the**

to monitor, test, measure, and optimize your Online Marketing strategy. We then leverage Social Media platforms to further integrate your marketing by monitoring online buzz surrounding your company, creating awareness, growing your online community and directing traffic to your corporate or brand website.

greatest results to the brand and at the checkouts.

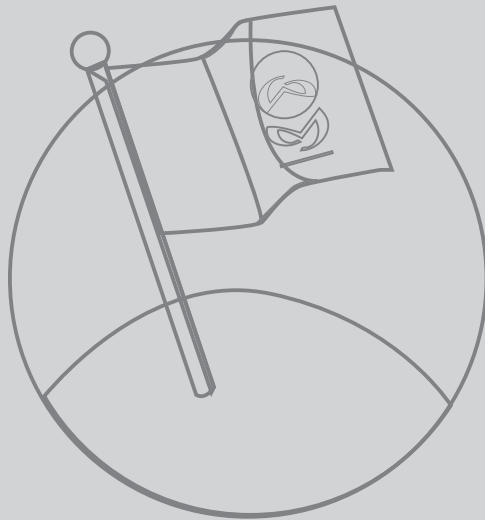
With m3, we have created a platform to help companies understand and take advantage of internet and interactive technologies, while integrating the traditional medias of print, television and electronic. Our goal is to create viral brand campaigns through an aggressive strategy designed to push brands to consumers across all medias.

A magnifying glass is positioned over a document with various lines of text. The text is mostly out of focus, but some words like 'Close the table', 'Open the table', 'database', and 'difficulty completing the section' are visible. The magnifying glass's lens is centered over the text, and its handle extends towards the bottom left.

You get full access
to our consultants,
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and comprehensive
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your idea from
brainstorming to
business plan to on-
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venture capital.

CAPITALIZE



As an entrepreneur, everyone has advice on how and where, who and what, when and why, but when it comes down to the final call, it's down to difficulties, finances and resources. **How many brilliant ideas end with "If I only had.."**

- Better advice
- More ideas for capital
- Better access to resources and information
- Better Information about the market

At emagine, our Idea Incubator is designed for you. As part of the

Incubation program, you get full access to our consultants, industry experts and comprehensive assistance in taking your idea from brainstorming to business plan to on-ground reality. It is our responsibility to give you honest and clear guidance on the viability, operations and future planning of your venture.

Practically, we have used the same principles that guide the Idea Incubator program for the development, inception and capitalization of emagine consulting, iMedia and tesla, all core internal components of the emagine process.



While many organizations give their clients numerous “ideas” of what could work; emagine provides the best ways to motivate a market and has the experience, resources and manpower to deliver.

Experience has taught us that by taking a client through regular brainstorming sessions, they make better informed decisions about the direction and usage of messages & media channels for brand communications.

Our expertise is an informed voice that crafts a clear message across multiple media channels to deliver your brand to the customer.

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